

**Hyundai Motor America (“HMA” “we” or “us”)
Dealer Personnel Privacy Notice**

Last Updated: March 23, 2023

PURPOSE OF THIS NOTICE: This Dealer Personnel Privacy Notice (the “**Notice**”) describes HMA’s collection and use of certain personal information relating to our dealer’s employees and staff (each an “**Dealer Personnel**”), and is also intended to satisfy our notice requirements under the California Consumer Privacy Act (“**CCPA**”) (as amended by the California Privacy Rights Act of 2020 (“**CPRA**”), codified at Cal. Civ. Code §§ 1798.100–1798.199.100 and the California Consumer Privacy Act Regulations issued thereto, Cal. Code Regs. tit. 11, div. 6, ch. 1, each as amended California Civ. Code §1798.100 et seq. and its implementing regulations (collectively, “**California privacy laws**”).

SCOPE OF THIS NOTICE: This Notice applies to the personal information that we collect and use in order to manage the limited relationship we have with our Dealer Personnel. This Notice does not address or apply to (i) the personal information our dealers otherwise collect from Dealer Personnel in connection with administering the employment of those Dealer Personnel; (ii) the personal information our dealers collect from applicants for employment with those dealers or contractors performing services for our dealers; (iii) protected health information (or “**PHI**”), consumer credit reports, and background checks, publicly available data lawfully made available from state or federal government records, or other information that is exempt under California privacy laws; or (iv) information collected from our dealer’s customers.

CATEGORIES OF PERSONAL INFORMATION COLLECTED: The categories of personal information that we collect and our use of such personal information may vary depending on the circumstances; however, in general, we may collect the below categories of personal information about Dealer Personnel and disclose it to certain categories of third parties as described below:

Category	Categories of Third Parties to Whom We May Disclose this Information
Name, Contact Info and Other Identifiers. Identifiers such as a real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, social security number, driver’s license number, passport number, or other similar identifiers.	Affiliates and subsidiaries; service providers and suppliers.
Paper and Electronic Records: Records containing personal information, such as name, signature, photo, contact information, education and employment history, social security number and other government identifiers, insurance policy number, financial or payment information, medical information, or health insurance information.	Affiliates and subsidiaries; service providers and suppliers.
Usage Data. Internet or other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding your interaction with an internet website or application, as well as physical and network access logs and other network activity information related to your use of any HMA device, network or other information resource.	Affiliates and subsidiaries; service providers and suppliers.
Location Data. Location information about a particular individual or device.	Affiliates and subsidiaries; service providers and suppliers.
Audio/Visual. Audio, electronic, visual, or similar information, such as, photographs, call recordings, and other audio recording (e.g., recorded webinars).	Affiliates and subsidiaries; service providers and suppliers.

Employment History. Professional or employment-related information.	Affiliates and subsidiaries; service providers and suppliers.
Sensitive Personal Information. Social security number and other government identifiers, driver's license number, passport number, medical information, precise geolocation information.	Affiliates and subsidiaries; service providers and suppliers.

PURPOSES FOR COLLECTING AND USING PERSONAL INFORMATION: Generally, we may use the above categories of personal information for the following business purposes:

<p>Administering the Dealer Relationship. To administer HMA's relationship with Dealers, including:</p> <ul style="list-style-type: none"> • Reviewing, assessing and administering payments to or for Dealers • Conducting due diligence and screening of Dealers • Monitoring compliance with agreements and HMA policies and procedures, if applicable • Maintaining records of emergency contact information for use in the event of an emergency • Granting access to relevant systems and assets
<p>General Business Operations. In support of our business operations, including related to:</p> <ul style="list-style-type: none"> • Auditing and assessing performance of business operations, including client services and associated activities • Quality control • Satisfying client reporting and auditing obligations • Operating our business by developing, producing, marketing, selling and providing goods and services • Providing after-sales services to clients • Auditing and assessing performance of business operations, including client services and associated activities • Training and quality control • Satisfying client reporting and auditing obligations • Facilitating business development opportunities, as relevant • Facilitating communications in furtherance of the foregoing • Providing incentive programs to Dealer Personnel such as sales target incentives and promotions
<p>Auditing, Accounting and Corporate Governance. Relating to financial, tax and accounting audits, and audits and assessments of our business operations, security controls, financial controls, or compliance with legal obligations, and for other internal business purposes such as administration of our records retention program.</p>
<p>M&A and Other Business Transactions. For purposes of planning, due diligence and implementation of commercial transactions (e.g., mergers, acquisitions, asset sales or transfers, bankruptcy or reorganization or other similar business transactions).</p>
<p>Defending and Protecting Rights. In order to protect and defend our rights and interests and those of third parties, including to manage and respond to legal claims or disputes, and to otherwise establish, defend or protect our rights or interests, or the rights, interests, health or safety of others, including in the context of anticipated or actual litigation with third parties.</p>
<p>Compliance with Applicable Legal Obligations. Relating to compliance with applicable legal obligations (such as hiring eligibility, responding to subpoenas and court orders) as well as assessments, reviews and reporting relating to such legal obligations, including under employment and labor laws and regulations, social security and tax laws, environmental regulations, workplace safety laws and regulations, and other applicable laws, regulations, opinions and guidance.</p>

We do not sell or share the personal information of Dealer Personnel with third parties.

RETENTION OF PERSONAL INFORMATION

We will retain your personal information, including sensitive personal information, as long as necessary for purposes for which the personal information was collected and is used by us, as stated in this Notice.

To the extent permitted by applicable law, we will retain and use your personal information as necessary to comply with our legal obligations, resolve disputes, maintain appropriate business records, and enforce our agreements.

SENSITIVE PERSONAL INFORMATION

We collect and use certain sensitive personal information which may vary depending on the circumstances. We may collect the following categories of sensitive personal information, as indicated in the chart above (see the “Categories of Personal Information Collected” section): name, contact info and other identifiers; and paper and electronic records.

We may use or disclose these categories of sensitive personal information for the following purposes (collectively, “**Permitted Purposes**”):

- To perform the services or provide the goods as reasonably expected by Dealer Personnel;
- To detect security incidents that compromise the availability, authenticity, integrity, and confidentiality of sensitive personal information that is stored or transmitted;
- To resist malicious, deceptive, fraudulent, or illegal actions directed at HMA and to prosecute those responsible for those actions;
- To ensure the physical safety of Dealer Personnel and other people;
- For short-term, transient uses;
- To perform services on behalf of HMA, such as maintaining or servicing Dealer Personnel accounts, verifying Dealer Personnel information, and providing support to Dealer Personnel; and
- With respect to a service or device that is owned, manufactured, manufactured for, or controlled by HMA, to verify or maintain the quality or safety, improve, upgrade, or enhance the service or device.

We do not sale or share sensitive personal information of Dealer Personnel with third parties.

CALIFORNIA RESIDENTS’ RIGHTS

Dealer Personnel Rights. In general, California residents have the following rights with respect to their personal information:

- Do not sell or share (opt-out): to opt-out of our sale or sharing of their personal information. We do not sell or share personal information of Dealer Personnel as defined by California privacy laws, including about California consumers who we know are younger than 16 years old.
- Right of deletion: to request deletion of their personal information that we have collected about them and to have such personal information deleted (without charge), subject to certain exceptions.
 - Right to know: with respect to the personal information we have collected about them, to require that we disclose the following to them (up to twice per year and subject to certain exemptions):categories of personal information collected;
 - specific pieces of personal information collected;
 - categories of sources of personal information;
 - categories of personal information about them we have disclosed for a business purpose or sold;
 - categories of third parties to whom we have disclosed for a business purpose their personal information;
 - categories of personal information sold or shared and categories of third parties to whom the personal information was sold or shared;
 - the business or commercial purposes for collecting, selling, or sharing personal information; and
 - a copy of the specific pieces of personal information we have collected about them.
- Right to correct inaccurate information: to request correction of their personal information that we have collected about them and to have such personal information corrected.
- Right to limit the use or disclosure of sensitive personal information: with respect to sensitive personal information, to require we limit our use or disclosure of sensitive personal information

to the Permitted Purposes as described in this Notice. We do not use or disclose sensitive personal information beyond these Permitted Purposes.

- **Right to non-discrimination:** the right not to be subject to discriminatory treatment for exercising their rights under California privacy laws.
- **Financial incentives:** California residents have the right to be notified of any financial incentives offers and their material terms, the right to opt-out of such incentives at any time and may not be included in such incentives without their prior informed opt-in consent. Where we offer any financial incentives under the California privacy laws, we will notify you in advance of the material terms of such incentives and your related rights, before we obtain your consent to such incentives.

Submitting Requests. You may submit requests to us at our [Personal Information Request Portal](#). In addition, you may make certain requests to us by contacting us at: (800) 633-5151 (toll free). In order to make a request, you will need to provide us with your name, email address, telephone number, and mailing address. If you provide this information via our portal, we will send you an email to verify the information is correct.

Please note that we may require additional information from you in order to verify your request.

Authorized agents may submit requests to us at our [On Behalf Personal Information Request Portal](#). If you are submitting a request through an authorized agent, the authorized agent must confirm their relationship with you. We may also request that any authorized agents verify their identity, including by providing information about themselves, such as their name, email, phone number, and address. We may reach out to you directly to confirm that you have provided the agent with your permission to submit the request on your behalf.

There may be circumstances where we will not be able to honor your request. For example, if you request deletion, we may need to retain certain personal information to comply with our legal obligations or other permitted purposes. However, we will only use personal information provided in a verifiable consumer request to verify your identity or authority to make the request.

CONTACTING US ABOUT THIS NOTICE: If you have any questions or concerns regarding our use of personal information as described in this Notice, please [Contact Us](#).